

debates

bullshit

polarization

posturing

pointless
crap

advice

Self-deprecation

Comments

insults

sponsorships

Self-aggrandizing

Stories
feed

put-downs

Stop scrolling

arguments

anger

ads

Reelz

Filtered
pics

discourse

I 
Social
Media.

threads

pessimism

Random
faces

hate

Stolen
art

hot
takes

low-effort
content

through endless

distractions

name-calling

Fear mongering

trauma
dumping

irrelevant
info

Opinions

new
trends

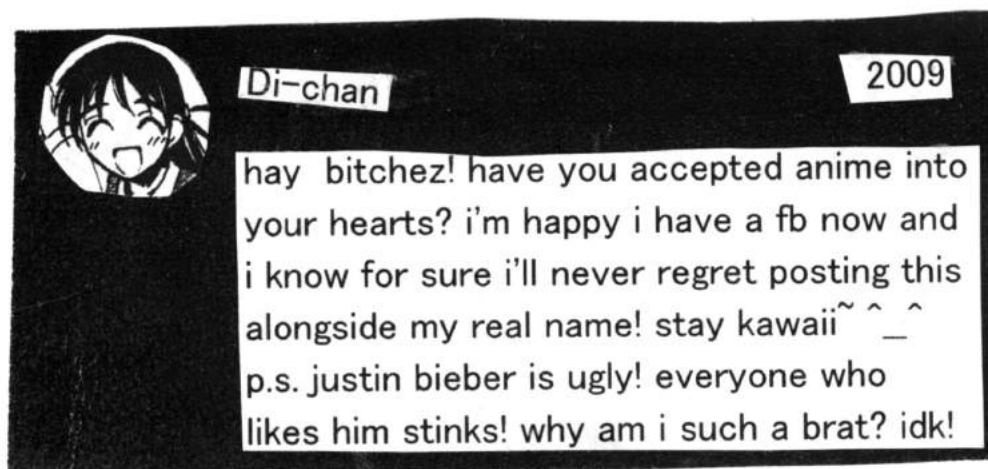
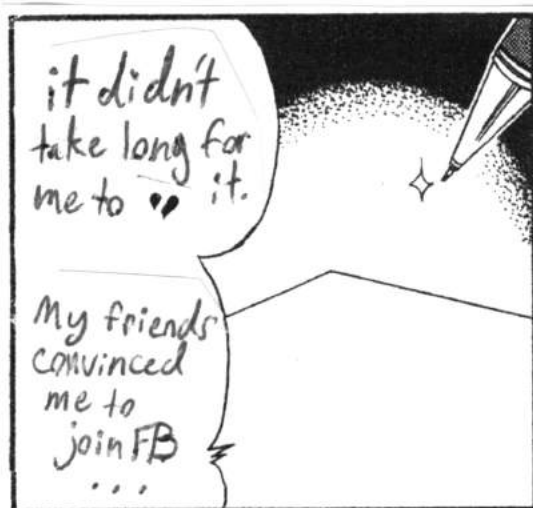
misogyny

performative
activism

Complaining

injustice

bullying



[School Rumble Jin Kobayashi]

How do you present yourself in a way that's

♥able

on a platform that prioritizes ♥s?



i'm into bird-watching and getting my freak on. never bothered by anything bc i'm cool and hot af. hmu yo.

The "Semi-Authentic Bad Bitch" Approach

they should attempt to be the most fun-inspiring figure they can,



Just a girl who's too sweet for this cruel and unjust world. Please don't dislike me. It will literally break my teenaged heart.



"You don't market the character brand, the character brand markets you,



The "Sickeningly Sensitive Softie"



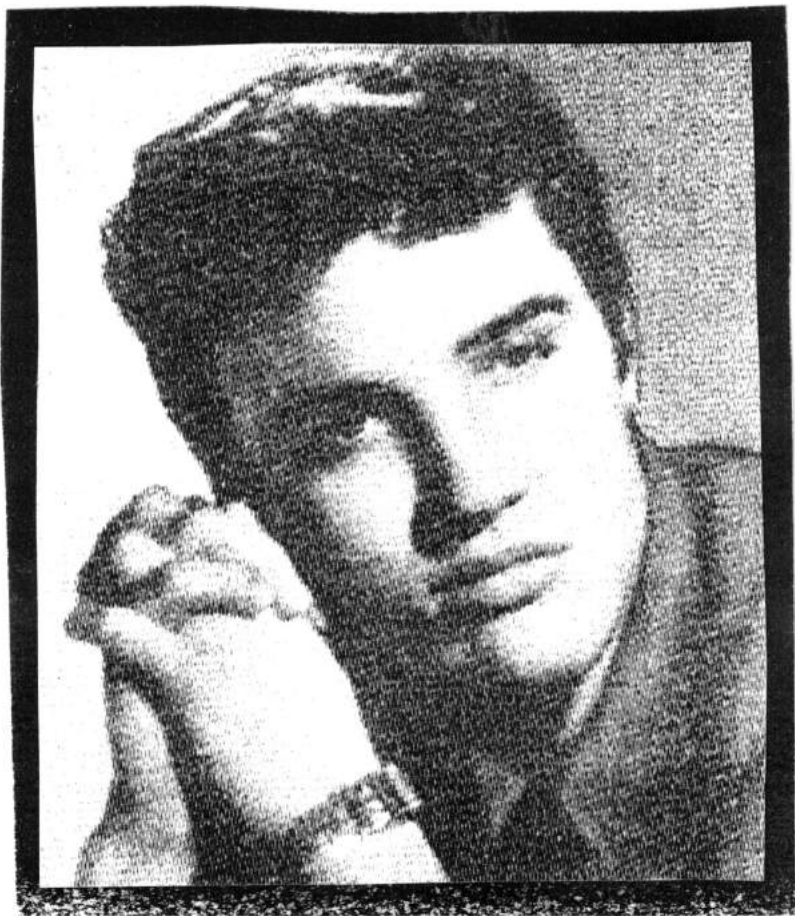
i've tried and tried but i don't know what to say about myself. here is a video of Jonathan Frakes telling you random things in an authoritative manner:



The "Self-Aware Absurdist"

"[Be] just as good a person outside the costume as you are in the costume,"

I ♡ d it, yet I've stayed,



a afraid to

lose the

"connections"

I had there,

however
tenuous.



"No,

you ain't gonna



me.

I ain't gonna let you ♡ me."

It was like a toxic relationship

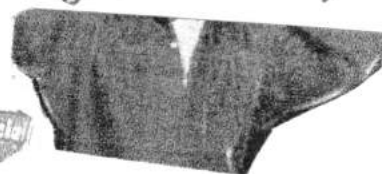


I was promised a fun way to stay in touch,

I got

garbage & ads

Special
Shirt



perfect eyes

to endlessly scroll through.

Still, I stayed. I "curated my feed."
 & distracted myself with beautiful pictures.

Simply

by being on a platform

a "determining role"



@jitchenshagirl

the Rohingya crisis



@u_god_art

you are contributing

to its growth.

towards the victims of

has played



@WHOLESOMECOMICS

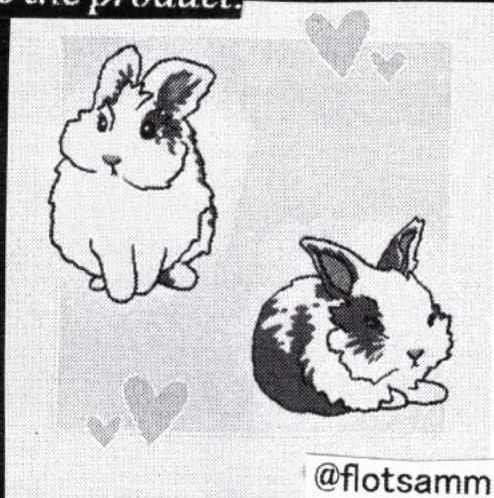


@midsummer 02

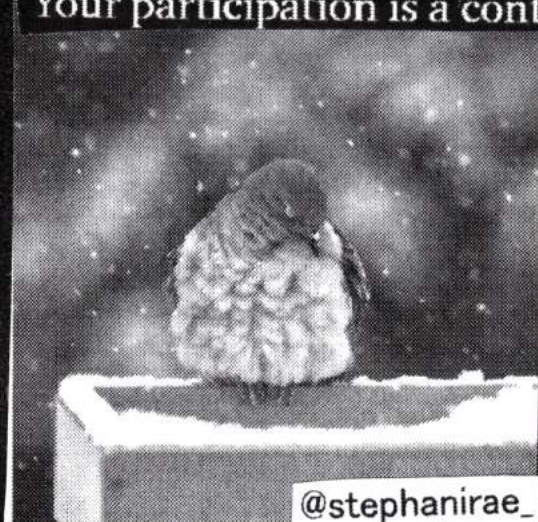
you are the product.

Your participation is a contribution.

social media



@flotsamm



@stephanirae_

in spreading hate speech

And contribution is complicity.

But

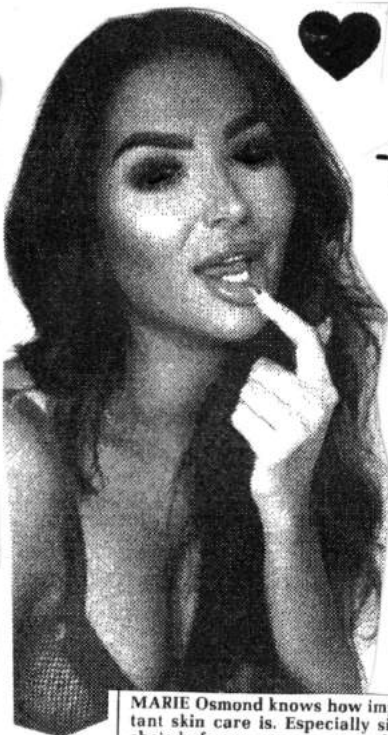
Meta is still Meta



no matter how nice I make it seem.

♥ is something you either have or don't have

♥ Branding ♥



YOU'RE CUTE!

SILKY SKIN

SOCIAL



clear up skin

For You

perfect

skin indoors and out

sign up,

AESTHETICS

everyone needs an extra special moisturizing lotion to protect

This is neat for going to the beach.

perfect

glow

THAT'S ABOUT WHAT I WANT!



you

Some people

GOALS

your hair

you

enhance your shape.

have to be interesting and have something to say for herself!



@ personal lives.

followers

friends

SELF-ESTEEM

manifest

How can I make my eyes look better?

you you

SIGN UP

fresh

fashion forward

FOLLOWERS

Connect

Stay up-to-date

online and offline selves wear this

Express yourself

a deep California-girl tan

hours of fun

have fun

And this is what I'd wear on a date with you!



@

shine.

PUBLIC

contour

@

manifesting

FILTERS ARE YOUR FRIEND

Pageant

viral

Get inspired

winning this game

Belfie, YOU

LOOKING GOOD!

WOOW! AMAZING! LIKE



appearance

Have fun

filter



You can be more beautiful!

I usually like this outfit for bike riding.



lovely

concentrate on your booty.

Some people always be cool and calm.



GOOD AND BEAUT

YOU your face.

CHARACTER

Are You His Type?

gain public appeal



Selfies are fun, but
Who am I posting
this for?

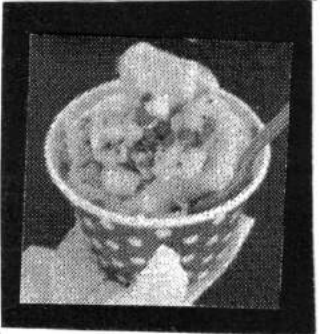
If it's for others,
do they love me?

If it's for me,
why should I care?

Is this photo loveable?

Is this good
enough to post?

Who's going
to see this?



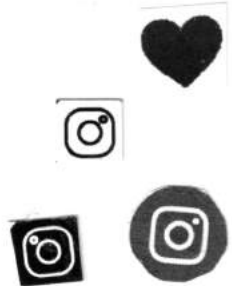
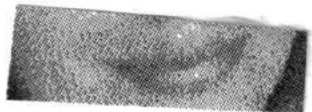
Am I
oversharing?

Is posting this
empowering for me,
or the platform I'm
posting on?

Just post it.

Everyone does it.

Who is this for?



Who are these faces?

Why do they
show up



This filter gives you
your perfect eyes



This filter is supposed
to select the best eyes
for you



They say this filter has
the best eyes for you



THIS FILTER IS SUPPOSED TO
SELECT BEST EYES FOR YOU



in my feed

when I

never chose
to

follow them?

"Get wisdom! Get understanding!"

How many words
did I read in
this single scroll?

Honey ...stop ...just stop
nor turn a
of my mouth."

Which did I remember?

after you thought you
had everything under
control. Healing

Feeling annoyed

throughout the day?

Do not forget,
the words

Which did I forget,
yet kept me

truth of god



Idolzier Making up words
asn't help anyone. It's just
confusing.

et

and they all look ugly.
That's the most attractive
type
guy IMO... it's setting you
up for failure. Haha

tear at them just as much. if
any man needs to do
is pretend to be a
toxic masculinity
Someone
comes
because they

sexual assault (grab 'em...) and
but happiness de
come from h
significant of
It someone being
on their phone makes you
feel insecure and abandoned,
that's not about the person
with the phone.
Parents. Relationships
destructive. People are imperfect. You are the
only person who can save you. Learn empathy.
people can grasp how others
make your life a living hell
learn that other
people's problems with you can tell you more about
than it ever can about you. Compassion. Love.
It's n
Hating popular
le are all broken.

Oh great,
more beauty standards
Normalize
Anyone who
constantly posts about their
SO is dumb, honestly
sensitive
s just a
fucking dick
to you

juanayee I have a thing for
bushy eyebrows
fall apart
I'm just a little
hater. Can't wait to spread
and malice.
some of you guys
need to cheer up, Jesus.
@dreamyd
eamer no it
have you
ing this word
before making your
accusation?

PeOpLe EnJoY tHiNgS"
era is over. We are done
playing nice. Being
hateful is so much more
fun and fulfilling
and they all look ugly.
That's the most attractive
type
guy IMO... it's setting you
up for failure. Haha



I felt trapped, until
I found alternatives:

THE SMALL WEB

Building your own home
on the web is a fun way
to express yourself, connect
with others, & learn new skills,
and it's easier than you think!

yesterweb.org



Read about web revival,
get tips, & check out their zine!

THEIR ALGORITHMS HOOK US INTO
WANTING LIKES AND COMMENTS AND
FOLLOWERS

auzziejay.com/goodbye

Wise words & links



THEIR ALGORITHMS KEEP US ANGRY

RSS



This button
serves a purpose!

follow

blogs/feeds/news

with it



if there are
accounts you
still want to
follow, use

fraidyc.at



CORPORATIONS WANT YOU
TO STAY ON THEIR SOCIAL MEDIA SITES
SO THEY CAN CONTINUE TO MAKE MONEY
OFF OF YOU



neocities.org



discover sites
host your own

WHAT IF YOU COULD JUST MAKE YOUR
OWN WEBSITE... WITH YOUR OWN RULES...
YOUR OWN AESTHETICS... YOUR WAY?



delovely.neocities.org

that's me!

you can stay in touch
without social media, too

what's more meaningful:
liking a post you looked
at for 5 seconds, or
having a chat over text,
a call, a letter, or in-person?

ZINES

What you're reading right now!

Get creative

ZINES CAN BE...

Feel free

Say what's on your mind

Take time to say it

Get personal, or don't


you decide who sees it

No followers

No comments

No algorithm

No likes

just 

★ ANYTHING

★ REFLECTIONS

★ STORIES

★ COMICS

★ JOKES

★ NONSENSE

★ PHOTO GOATS

★ ESSAYS

★ FAN ZINES

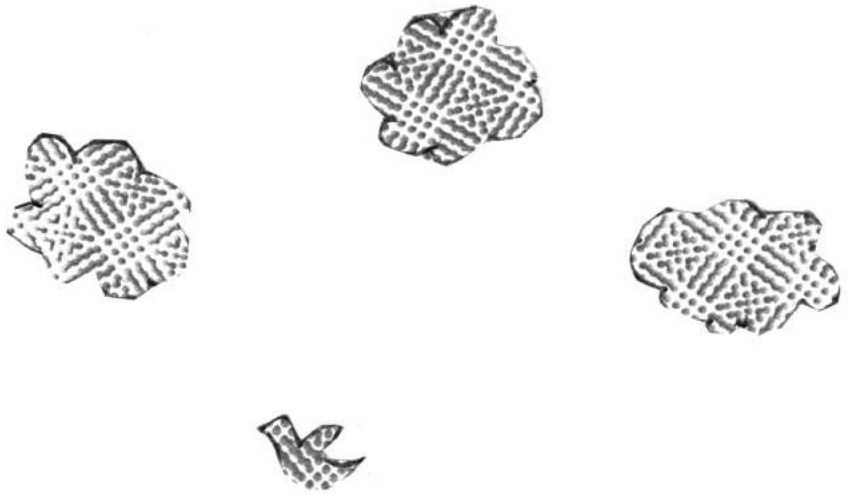
★ COLLAGES

★ GUIDES

★ RAWTS

★ POEMS

★ ART



Life is noisy enough without it.